

# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT GRANT PROGRAM GUIDELINES AND APPLICATION

## I. ABOUT THE GRANT PROGRAM

The **Carlsbad Tourism Business Improvement District (CTBID) Grant Program** is a program developed by the CTBID, an assessment district created by the hotels in Carlsbad to administer marketing and visitor programs to promote the City of Carlsbad as a tourism visitor destination and to fund projects, programs, and activities, including appropriate administrative charges, that benefit hotels within the boundaries of the District. The **objectives** of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The grant program was created by the CTBID Board in 2008 setting aside 5% of the CTBID budget for grant awards beginning with the 2008-09 Budget.

**In Fiscal Year 2012-13, up to \$50,000 will available for grant awards.**

## II. TYPES OF PROJECTS SUPPORTED

CTBID Grants generally funds **out-of-region** marketing projects including festivals, performing & fine art events, sporting events, youth events and history & heritage events.

A primary goal of the program is to promote overnight stays; therefore, **one-day events are ineligible for support**. Added weight is given to projects that include a **hotel tie in** (e.g. special rate or package) and projects with high attendance.

## III. ABOUT GRANT ELIGIBILITY

The **lead organization** applying for CTBID grant funds must be:

- An organization with a significant interest in the promotion of a tourist destination/attraction/activity, or regional tourist promotion agency.
- Promoting a destination/attraction/activity that takes place in Carlsbad.

The proposed project must occur between **July 1, 2012 and June 30, 2013**.

**Grant recipients will be required to:**

- Sign a letter of agreement binding their organization(s) to the terms and conditions set forth in the funding guidelines, project proposal, and grant contract
- Obtain pre-approval from CTBID Board for the media plan, advertising and collateral design paid for by the grant
- Acknowledge CTBID funding on advertising materials
- Submit a final report detailing the results of the project

Grants are awarded annually and **must be matched by the grantee organization one dollar per dollar awarded**.

#### **IV. ABOUT ELIGIBLE MARKETING ACTIVITIES AND EXPENSES**

**Grant funds may be used for the following marketing-related purposes only:**

- The purchase of recognized and audited out-of-region media advertising (Includes print and broadcast media)
- Printing and mailing costs for collateral materials (Including guides, directories, and direct mail materials)
- Mailing costs for direct mail campaigns
- Creative costs up to 20 percent of the total amount of the grant
- Web related costs, including web based advertising and development of new sections to existing web sites
- Marketing efforts above and beyond normal marketing done in the past

#### **V. ABOUT INELIGIBLE MARKETING ACTIVITIES AND EXPENSES**

**The following activities cannot be covered by grant funds:**

- Staffing or personnel costs
- Outdoor advertising (billboards and other and other unaudited media)
- Travel, food, lodging and/or entertainment expenses
- Expenses not directly related to the approved program

#### **VI. ABOUT AWARD CRITERIA**

Projects will be selected based on whether the project meets the goals and objectives of the CTBID and the following criteria:

- Compelling nature of the project and its potential image impact for the region
- Potential to attract significant numbers of visitors and to generate overnight stays
- Strength of marketing and public relations plan, including partnerships
- Likelihood that project will receive publicity outside San Diego market
- Organizational capacity for and commitment to marketing
- Potential to complement and enhance the CTBID's regional marketing

#### **VII. ABOUT THE PROPOSAL REVIEW PROCESS**

During the first year of the grants the CTBID Board will review grant applications. Applicants may be interviewed or asked to provide additional information as part of the review process. CTBID's board of directors approves final grant recipients.

#### **VIII. ABOUT DISTRIBUTION OF FUNDS AND GRANT REPORTING**

**Funds are disbursed on a reimbursement basis.** CTBID will reimburse grantees upon receipt of the final report detailing the results of the project along with copies of the pre-approved advertisements and collateral materials supported through the grant. The request for payment will accompany the final report and will include a detailed account of grant related and matching expenses.

# Carlsbad Tourism Business Improvement District GRANT APPLICATION

**Submit to:**

**Due Date June 15, 2012**

**Carlsbad Tourism Business Improvement District**  
**Attn: Cheryl Gerhardt**  
**1635 Faraday Avenue**  
**Carlsbad, CA 92008**

**Or Fax to 760-602-8533 or email [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)**  
**Questions? Call Cheryl Gerhardt 760-602-2753**

*Please complete the following application. You may attach additional pages if necessary.*

Name of Applicant: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Contact \_\_\_\_\_  
                    *name*                                  *phone*

Federal Tax ID # or Social Security #: \_\_\_\_\_

**Amount of Grant Request: \$** \_\_\_\_\_

**Program Description/Scope** (please use additional pages if necessary but no more than 3):

*Describe your program:*

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*How will the program benefit Carlsbad tourism?*

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**Projected # of out of town visitors**\_\_\_\_\_

**Projected # of overnight stays**\_\_\_\_\_

**Applicant Background:**

This applicant is a (an):

- ☐ Non - Profit  
☐ For-Profit  
☐ Other\_\_\_\_\_

- ☐ Local Public Agency  
☐ Individual

Years in Business: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Number of Volunteers: \_\_\_\_\_

*(Please attach an organization chart, if available.)*

Names of Officers and Board of Directors:

Name:

Title:

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**Experience in Program Area:**

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**Financial Capabilities/Budget:**

Current funding sources and levels (identify source of matching funds):

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**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the CTBID. Proof of program expenses (ie receipts) are required to be held for two years during which time the CTBID reserves the right to audit the records.

We agree to adhere to the reporting requirements described above. Yes ☐ No ☐

**Other Requirements**

Grant recipients will be required to recognize on all printed material that grant program is funded in part by the CTBID.

**Certification:**

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

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**Grant Application Timetable**

May 23, 2012	Grant guidelines available
<b>June 15, 2012</b>	<b>Grant applications due to City office by 5 p.m.</b>
June 2012	Grant applications reviewed
July 2012	Grant recipients announced